



PLANNING COMMISSION MEETING STAFF REPORT JANUARY 12, 2006

Project:	P.F. CHANGS - (PLN2006-00136)
Proposal:	To consider Architectural Approval of P.F. Chang's Restaurant totaling approximately 7,846 square feet in size.
Recommendation:	Approve based on findings and subject to conditions.
Location:	The building is proposed to be located in Planning Area 1, within the Pacific Commons Major Retail District, at the corner of Auto Mall Parkway and Christy Street in the Industrial Planning Area. APN 525-1670-005-00 (See aerial photo next page)
Area:	Planning Area 1 is approximately 25 acres in size.
People:	P.F. Chang's, Applicant Jason Smith, Fancher Development Services, Agent of Applicant DJ Edwards, JMH Weiss Inc., Civil Engineers, Jerrold Mitchell, Keller Mitchell & Co. Landscape Architects, Holly Byers, MBH Architects, ProLogis, Owner, and Wayne Morris, Staff Planner (510) 494-4729
Environmental Review:	An EIR and Supplemental EIR ('SEIR') were previously approved for the Pacific Commons project. An Addendum to the SEIR was prepared and adopted for the Planned District Major Amendment (July 22, 2003). The proposed project is consistent with the approved Planned District Major Amendment.
General Plan:	Existing: IR-C-I – Restricted Industrial, Commercial-Industrial Overlay
Zoning:	Existing: P-2000-214, Planned District, as amended by PLN2003-00166

EXECUTIVE SUMMARY:

The architectural submission filed by Fancher Development Services pertains to one (1) building located at the northeast corner of Auto Mall Parkway and Christy Street (Planning Area 1) within the Pacific Commons Development, which was approved for retail development through a Planned District Major Amendment (PLN2003-00166) in July 2003. With the approval of the Planned District Major Amendment, one of the conditions of approval specifically states that the applicant shall submit the proposed architecture for the subject building to Planning Commission for review and approval. Should the Planning Commission support the proposed project, the applicant has indicated that the building will be completed by September 2006.



Figure 1: Aerial Photo (2002) of Project Site and Surrounding Area.



SURROUNDING LAND USES:

- North: Executive Park
- South: Christy Street
- East: Pacific Commons Area 1 (Kohl's/Bass)
- West: Planning Area 2 (Lowe's)

BACKGROUND AND PREVIOUS ACTIONS:

The Pacific Commons Development was originally approved in 1996 with a mixed-use industrial development and retail “power center” on approximately 840 acres. Due to a reduction of the developable land within the project area based on Resource Agency requirements and the changing market conditions since the 1996 Council approval, subsequent land use changes and approvals have occurred to respond to the changing market trends.

Most recently, on June 26, 2003, the Planning Commission recommended that the City Council approve a Planned District Major Amendment (PLN2003-00166) to allow for the development of a major retail development on approximately 79 acres of land within the area commonly known as the Pacific Commons Development. The amendment specifically approved the following:

- Allow for the creation of a unique, pedestrian-oriented community retail shopping center at the east Activity Center in place of the previously envisioned hotel, office and retail uses (Planning Area 1);
- Relocate the Major Retail Area to an approximately 40 acre area along Auto Mall Parkway between Christy Street and Boscell Road (Planning Area 2 & 3);
- Allow for the development of mixed retail, one to four-story Office/Research & Development buildings and auto dealerships on the west side of Boscell Road from Auto Mall Parkway to Curie Street (Planning Area 4);
- Return Boscell Road to the alignment proposed through the 2000 approvals; and
- Extend Pacific Commons Boulevard from Curie Street to Auto Mall Parkway.
- Amendments to the Development Agreement: (i) extend the completion date for Cushing Parkway; and (ii) limit drive-thru restaurants to two unique establishments.

On July 22, 2003, City Council approved the Planned District Major Amendment (PLN2003-00166) based upon the required findings and conditions of approval. The Guidelines and Standards relating to the amendment were inserted into a document entitled **Supplement “B”** – Pacific Commons Planned District Development Standards and Guidelines. Supplement “B” is the Standards and Design Document which guides and directs development within the Major Retail District in Pacific Commons.

Through the review and analysis of the Planned District Major Retail Amendment (PLN2003-00166), staff and the applicant felt it necessary to have Planning Commission review and approve the architecture of specific buildings due to their location and visibility. Therefore, the following condition appears in the Conditions of Approval of the Planned District Major Retail Amendment: **“The architecture of all buildings immediately adjacent to and associated with the Primary Entry Gateway in Planning Areas 1 and 2 at the intersection of Auto Mall Parkway and Christy Street and the buildings associated with the Secondary Entry Gateway in Planning Areas 3 and 4 at the intersection of Auto Mall Parkway and Boscell Road are subject to approval by Planning Commission. Proposals for all other buildings in Planning Areas 1, 2 and 3 shall be subject to architectural approval by planning staff through the Development Organization Review Process. Staff shall have discretion to refer any building to Planning Commission for architectural approval”**. The subject building under review is located at just such a visible intersection at Auto Mall Parkway and Christy Street in Planning Area 1.

The location of the proposed P.F. Chang's restaurant is identified on Exhibit "A". It should be noted that Planning Area 1 has been designed to accommodate another free-standing building adjacent to the proposed P.F. Chang's restaurant, noted as Future Bldg. P1 on Exhibit "A". Once these two (2) freestanding buildings are constructed, Planning Area 1 will be fully developed, per the **Pacific Commons Concept Plan Approval granted by the Planning Commission in September 2004.**

The entire Pacific Commons Major Retail Area is generally located west of Interstate I-880, south of Auto Mall Parkway, north of Curie Street and east of the Fremont Auto Mall. The Major Retail District occupies approximately 79 of the 300 acres of the Pacific Commons Master Planned Development. The various parcels of land, which were effected by the Planned District Major Amendment, have been divided up into four (4) distinct Planning Areas, due to the proposed land uses envisioned and physical characteristics. The majority of Planning Areas 1 and 2 have been developed with approximately 470,000 square feet of commercial retail space. Planning Area 3 is occupied by Costco, In-N-Out Burger with building permits (R4, R5 and M6) for the balance of the site anticipated to be issued by mid-February 2006. The Planning Area, which is affected by this application, is referred to as Planning Area 1, which allows for the development of approximately 285,000 square feet of retail space on the entire 25 acre parcel.

PROJECT DESCRIPTION:

The 7,846 square foot P.F. Chang's restaurant has been positioned to address the corner of Auto Mall Parkway and Christy Street creating a strong architectural backdrop for the Primary Gateway Feature. The Primary Gateway Feature is intended to create the focal landmark that will greet not only the retail customers but also be identified as the key entrance to the entire Pacific Commons Development when the balance of the land is fully developed. P.F. Chang's is intended to be complementary in design and architecture to the two (2) buildings located on the opposite corner of Auto Mall Parkway and Christy Street in Planning Area 2. Once ProLogis has acquired a tenant for the proposed free-standing building adjacent to P.F. Chang's it will be critical that the design and architecture of the building complement the buildings already located within the Primary Gateway. All buildings adjacent to the intersection combined with the plazas and sculptures will make up the complete Primary Gateway Feature to the Pacific Commons Development. The building under review through this project will also be connected to the rest of the development through the pedestrian promenade, walkways/pathways with the vision of establishing a strong pedestrian linkage system as key element of the retail development. Final review of the outdoor areas and pedestrian promenade spaces and accompanying facilities and amenities will be reviewed and approved through the Development Organization Review Process (Building Permit) consistent with the standards and guidelines established for Pacific Commons.

PROJECT ANALYSIS:

General Plan Conformance:

The existing General Plan land use designation for the project site is Restricted Industrial, with a Commercial Overlay (IR-C-I). The proposed project is consistent with the existing General Plan land use designation for the project site because the project conforms to the following policies outlined in the City's General Plan:

Policy LU3.2: The General Plan allowed uses for Restricted Industrial are sufficiently broad, with regional retail uses permitted on sites with convenient freeway access and where the proposed use is compatible with the purpose of the industrial area. The General Plan requires Restricted Industrial land

use areas be characterized by superior architecture and landscaping treatment and site planning. The proposed development is compatible with the purpose of the industrial area, in that it is providing enhanced architecture, landscaping and site planning as per Guidelines Supplement B. The Major Retail District incorporates linkages to the nearby business districts and features high quality architecture. The proposed building is located off of I-880 with access from Cushing Parkway and Auto Mall Parkway. Therefore, the proposed regional retail uses, and in particular the building being reviewed through this report, is appropriate for this General Plan designation.

Policy LU3.3: The General Plan allows for commercial uses providing necessary services and large-scale regional retail in industrial designated areas. The different retail areas within the project area, including food establishments such as the proposed P.F. Chang's restaurant, provide a needed and convenient amenity to the employees and visitors of Pacific Commons, to the surrounding business and to Fremont residents during business and non-business hours.

Zoning Regulations:

The site is zoned Planned District, P-2000-214. The Planned District provisions were modified by a Planned District Major Amendment (PLN2003-00166), which allows for the development of a community shopping center, major retail area and various other land uses. The proposed development also satisfies the following requirement of the Commercial/Industrial Overlay District in that the proposed P.F. Chang's restaurant is located in a shopping center with a total leaseable area of one hundred and fifty thousand square feet; the use is oriented to the regional market; convenient access from the freeway is available; and the proposed use would be compatible with existing and proposed uses and would not impede future industrial development. The project meets the size criteria, is oriented to the regional market and has convenient access to the I-880 freeway.

The proposed building envelope for the P.F. Chang's restaurant complies with the required setbacks as set forth in Supplement "B" and P-2000-214. The balance of the review will be completed through the Development Organization Review Process with the submission of more detailed plans.

Design Analysis:

Architecture:

The architecture reflects a clean harmonious design that has been articulated in the Pacific Commons Planned District Development Standards and Guidelines – Supplement "B". The P.F. Chang's restaurant building has been designed in a complementary style to the other buildings in Planning Area 1 and the buildings at the corner of Auto Mall Parkway and Christy Street in Planning Area 2 containing elements that include molding, slate, stone, and earth tone stucco. This similar level of design is also expressed in the articulation in wall plans with variations in wall height creating visual interest and a strong pedestrian scale within one of the key pedestrian areas within the development. The main entry into the restaurant is located off the Primary Gateway Feature which has been designed to be the focal point for the restaurant designed with a canopy made of stone columns and wood to help again maintain a strong pedestrian scale. Materials expressed on the building include textured colored stucco, bold expressed reveals, slate, stone, and windows on all elevations of the building where appropriate to break up the overall massing of the building while providing visual interest. Exhibit "A" includes colored elevations of the proposed P.F. Chang's restaurant. Exhibit "C" to the staff report is a material and color board for the proposed restaurant.

Environmental Review:

An EIR and Supplemental EIR were previously approved for the Pacific Commons project. An Addendum was adopted for the Planned District Major Amendment (PLN2003-00166) finding the project to be consistent with the original plan and environmental documents. The proposed architecture of the building implements the Planned District Major Amendment. No further environmental review is required.

PUBLIC NOTICE AND COMMENT:

Public hearing notification is applicable. A total of 165 notices were mailed to owners and occupants of property within 300 feet of the site. The notices to owners and occupants were mailed on December 29, 2005. A Public Hearing Notice was published by The Argus on December 29, 2005.

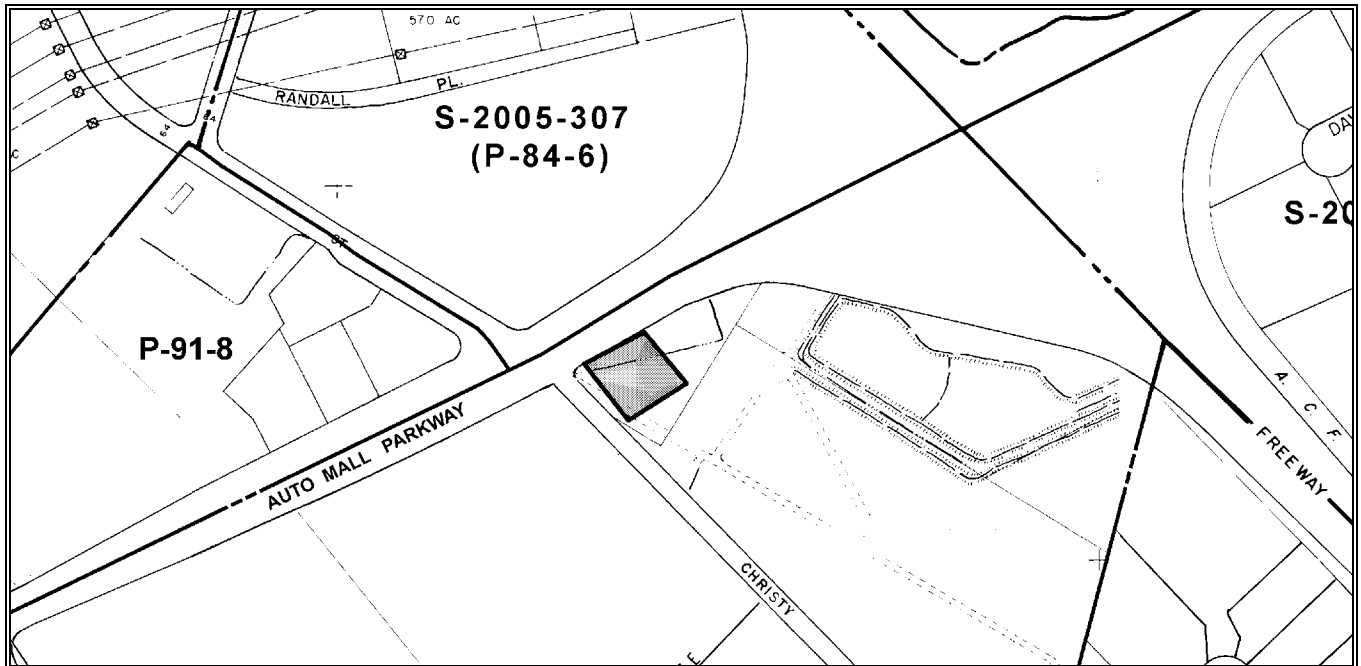
Exhibits:

- Exhibit "A" Elevations
- Exhibit "B" Conditions of Approval
- Exhibit "C" Color and Material Board

RECOMMENDATION:

1. Hold public hearing.
 2. Find that the EIR and Supplemental EIR previously approved for the Pacific Commons project, and the Addendum adopted for the Planned District Major Amendment (PLN2003-00166) are consistent with the proposed retail restaurant use and that the Architectural Plans for the P.F. Chang's restaurant implement the Planned District Major Amendment and that no further environmental review is required.
 3. Find PLN2006-00136 is in conformance with the relevant provisions contained in the City's existing General Plan. These provisions include the designation, goals, and policies set forth in the General Plan's Land Use Chapter as enumerated in the staff report.
 4. Approve PLN2006-00136, as shown on Exhibit "A", subject to findings and conditions in Exhibit "B" and the color and material board identified on Exhibit "C".
- **Note:** Within Exhibit "A" there are Plans which are provided for informational purposes only and are not part of this approval: Informational Plans – A2.1 & LD1.2.

Existing Zoning
Shaded Area represents the Project Site



Existing General Plan

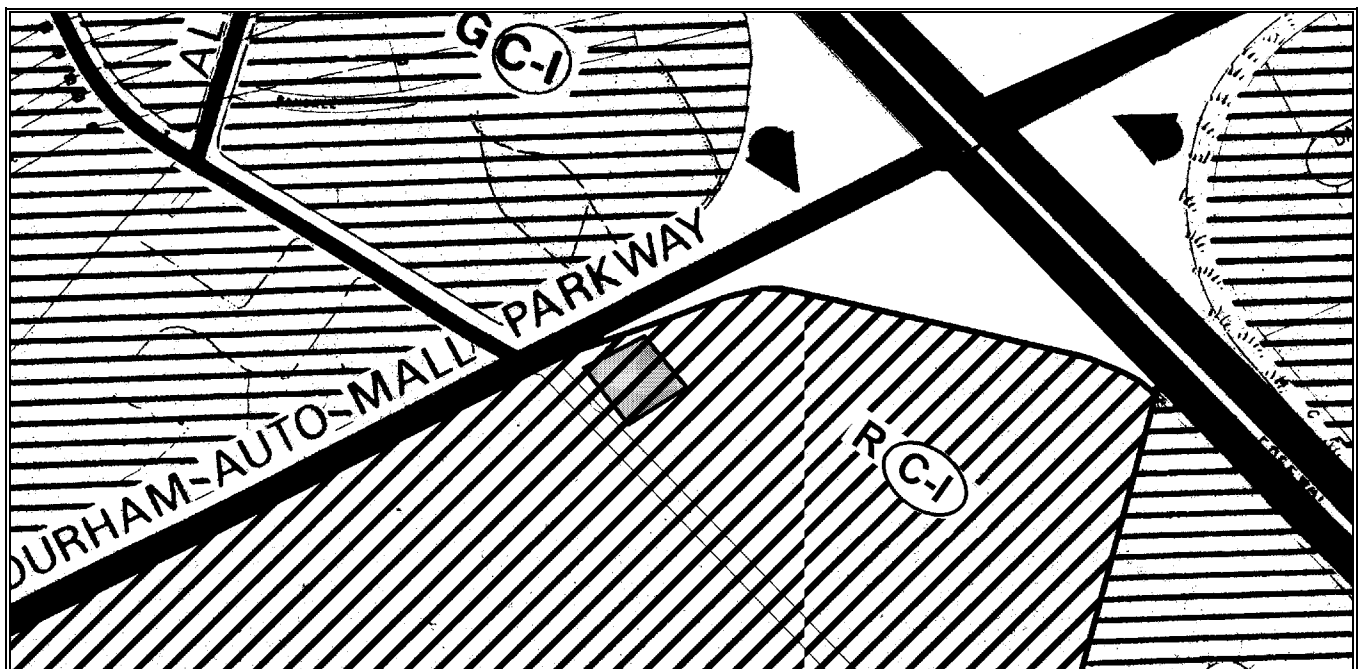


Exhibit “B”
Conditions of Approval
P.F Chang’s Restaurant
Pacific Commons – PLN2006-00136

1. Approval of PLN2006-00136 for Architectural Approval of P.F. Chang’s totaling approximately 7,846 square feet in Planning Area 1 shall conform to Exhibit “A” (Elevations) and Exhibit “C” (Color and Material Board). The proposed plans submitted to the **Development Organization** shall substantially conform to the plans submitted with this application, except as modified herein.
2. Minor modifications to Exhibit “A” may be made subject to the review and approval of the Planning Director if such modifications are in keeping with the intent of the original approval, unless the Planning Director finds that such modification warrants review and approval by the Planning Commission.
3. The applicant shall submit appropriate plans to the **Development Organization** for review to ensure compliance with all City codes, policies, and other requirements of the Fremont Municipal Code.
4. All utilities associated with the development of this project, including PG&E meters, and any roof mounted mechanical equipment shall be screened from view, and shall be subject to review and approval of staff during the **Development Organization** review process.
5. The owner of the subject lands shall be advised that when the free-standing building adjacent to P.F. Chang’s is developed it shall be complementary in both design and architecture (materials/colors) to P.F. Chang’s as noted in the Pacific Commons Standards and Guidelines document – Supplement “B”.